

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A media publishing system, comprising:
 - a network interface to connect the media publishing system to a user;
 - a plurality of web services to enable the user including media project building, publishing, and accessing services to build, publish, and access a media project using presentation templates of media items, the presentation templates grouped into categories, each presentation template of a same category providing a different presentation framework and having the same media item slots; and
 - a data storage to provide providing a file system to said plurality of web services, where the file system allows the user to provides access to media items;
 - wherein the presentation templates of media items include settable features, the settable features controlling an aspect of presenting the media project, and
 - wherein the settable features for presentation templates in a said same category are configured to match, allowing templates in the same category to be switched without changing the settable features and remain unchanged when a presentation template in said same category is switched for another presentation template in said same category.
2. (Original) The system of claim 1, further comprising:
 - a plurality of network servers linked together in a local network to provide an application programming environment for said plurality of web services.

3. (Currently Amended) The system of claim 2, wherein the application programming environment includes ~~an RMP~~ a rich media publishing platform.
4. (Currently Amended) The system of claim 3, wherein the ~~RMP~~ rich media publishing platform includes a member publishing service, a repository, a repository filters, and an administrative service.
5. (Original) The system of claim 2, wherein the application programming environment includes a create-once-render-everywhere (CORE) platform.
6. (Original) The system of claim 5, wherein the CORE platform includes a rendering service, a user interface management service, a publishing service, and a content management service.
7. (Original) The system of claim 2, wherein the application programming environment includes a content distribution platform.
8. (Original) The system of claim 7, wherein the content distribution platform includes an identity service and a commerce service.

9. (Original) The system of claim 2, further comprising:

a producer system including at least one development application to build and support said plurality of web services, said producer system running on the application programming environment.

10. (Original) The system of claim 1, further comprising:

a client system to enable the user to access said plurality of web services, said client system including at least one user interface application.

11. (Original) The system of claim 10, wherein said at least one user interface application includes a web browser.

12. (Original) The system of claim 11, wherein said client system further includes:

a local storage to store some of the media items to be used to build the media project.

13. (Original) The system of claim 12, further comprising:

a web folder configured as a folder on the web browser.

14. (Original) The system of claim 13, further comprising:

an upload control tool to enable uploading of the media items stored in said local storage to said data storage by dragging and dropping the media items directly into the web folder.

15. (Original) The system of claim 1, wherein said network interface connects to a wide-area network.

16. (Original) The system of claim 1, further comprising:
a support system including at least one support application to support at least one of said plurality of web services.

17. (Original) The system of claim 16, wherein said at least one support application includes a maintenance application and a customer service application.

18. (Original) The system of claim 1, wherein the media items include background image, background video, background music, animations, slide shows, sounds, and controls.

19. (Original) The system of claim 1, wherein said plurality of web services includes a markup language code for the media project, said code including links to media items stored in said data storage.

20. (Canceled)

21. (Previously Presented) The system of claim 1, wherein the aspect includes background color or font characteristics.

22. (Canceled)

23. (Currently Amended) A client system for accessing and utilizing a media publishing system, comprising:

a network interface to connect a user to the media publishing system; and

at least one user interface application ~~to enable the user to build, publish, and access for~~
building, publishing, and accessing a media project using presentation templates of media items, the presentation templates grouped into categories, each presentation template of a same category providing a different presentation framework and having the same media item slots;

wherein the ~~presentation templates of media items~~ include settable features, the settable features controlling an aspect of presenting the media project, and

wherein the settable features for presentation templates in a said same category are configured to match, allowing templates in the same category to be switched without changing the settable features and remain unchanged when a presentation template in said same category is switched for another presentation template in said same category.

24. (Original) The system of claim 23, wherein said at least one user interface application includes a web browser.

25. (Original) The system of claim 24, further comprising:

a local storage to store some of the media items to be used to build the media project.

26. (Original) The system of claim 25, further comprising:

a web folder configured as a folder on the web browser.

27. (Original) The system of claim 26, further comprising:

an upload control tool to enable uploading of the media items stored in said local storage to the media publishing system by dragging and dropping the media items directly into the web folder.

28. (Original) The system of claim 23, further comprising:

a code publishing service to download a project code to execute the media project from the client system.

29. (Currently Amended) A method of building, publishing, and accessing a media project, comprising:

selecting a category of the media project;

selecting a first presentation ~~template of media items~~ from the category, said first presentation ~~template of media items~~ including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement; and

selecting and arranging the media items in said each media slot;

wherein the first presentation template includes settable features, the settable features controlling an aspect of presenting the media project, and

wherein the settable features for presentation templates in a same category are configured to match, ~~allowing templates in the same category to be switched without changing the settable features~~ and remain unchanged when a presentation template in said same category is switched for another presentation template in said same category.

30. (Original) The method of claim 29, further comprising:

selecting publication parameters; and

storing the media project.

31. (Original) The method of claim 30, wherein the publication parameters include a media project name.

32. (Original) The method of claim 30, wherein the publication parameters include a publication level, which indicates a range of users that will have access to the media project.

33. (Original) The method of claim 32, wherein the publication parameters include a security level, which restricts access within the publication level.

34. (Original) The method of claim 30, wherein the publication parameters include a method of announcement of the stored media project.

35. (Original) The method of claim 29, further comprising:

downloading a project code to execute the media project.

36. (Original) The method of claim 35, wherein the project code includes layout information and features of the media project stored as requests in the project code, such that changes made to templates for one media project are reflected in other media projects.

37. (Original) The method of claim 29, wherein selecting and arranging the media items in said each media slot includes importing media items transparently to a user.

38. (Original) The method of claim 29, wherein selecting and arranging the media items in said each media slot includes selecting the media items from a list, wherein the list includes media items distributed among multiple physical locations.

39. (Currently Amended) The method of claim 29, wherein selecting a first presentation template of media items includes changing the first presentation template to a second presentation template of media items within the same category while maintaining all the media items in the first presentation template.

40. (Original) The method of claim 29, wherein said each media slot includes a genre and a target format.

41. (Original) The method of claim 40, wherein the genre indicates a type of media item that can be assigned to said each media slot.

42. (Original) The method of claim 41, wherein the genre is image, video, audio, or animation.

43. (Original) The method of claim 40, wherein the target format indicates a format in which the template causes the media item to be requested when the media item for said each media slot is to be presented.

44. (Original) The method of claim 43, wherein the target format is a JPG, GIF, bitmap, or other related format.

45. (Original) The method of claim 40, wherein selecting and arranging the media items includes selecting a specific format of each media item, wherein the specific format can be different than the target format specified for the media slot of said each media item.

46. (Original) The method of claim 29, wherein the category includes albums, journals, scrapbooks, music players, e-cards, and games.

47. (Currently Amended) A method of providing a media publishing service, comprising:
connecting the media publishing service to a user;
~~enabling the user to build, publish, and access building, publishing, and accessing~~ a media project using presentation templates of media items, the presentation templates grouped into categories, each presentation template of a same category providing a different presentation framework and having the same media item slots; and
providing a file system to allow the user to upload, store, and/or access using a file system to upload, store, and access the media items;

wherein the presentation templates of media items include settable features, the settable features controlling aspects of presenting the media project, and

wherein the settable features for presentation templates in a said same category are configured to match, allowing templates in the same category to be switched without changing the settable features and remain unchanged when a presentation template in said same category is switched for another presentation template in said same category.

48. (Currently Amended) A computer program, stored in a tangible storage medium, ~~for use in publishing a media project,~~ the program comprising executable instructions that cause a computer to:

select a category;

select a presentation template of media items from the category, said presentation template of media items including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement; and

select and arranging the media items in said each media slot;

wherein the presentation template of media items includes settable features, the settable features controlling an aspect of presenting the media project, and

wherein the settable features for presentation templates in a same category are configured to match, allowing templates in the same category to be switched without changing the settable features and remain unchanged when a presentation template in said same category is switched for another presentation template in said same category.

49. (Original) The computer program of claim 48, further comprising executable instructions that cause a computer to:

select publication parameters; and

store the media project.

50. (Currently Amended) A media publishing system, comprising:

a means for connecting the media publishing system to a user;

a means for ~~enabling the user to build, publish, and access building, publishing, and~~
accessing a media project using presentation templates of media items, the presentation templates
grouped into categories, each presentation template of a same category providing a different
presentation framework and having the same media item slots; and

a means for providing a file system to said means for ~~enabling building, publishing, and~~
accessing,

~~where wherein~~ the file system ~~allows the user to provides~~ access to media items;

wherein the presentation templates of media items include settable features, the settable
features controlling aspects of presenting the media project, and

wherein the settable features for presentation templates in a ~~said~~ same category are
configured to match, ~~allowing templates in the same category to be switched without changing the~~
~~settable features~~ and remain unchanged when a presentation template in said same category is
switched for another presentation template in said same category.

51. (Currently Amended) A client system for accessing and utilizing a media publishing
system, comprising:

a means for connecting a user to the media publishing system; and

a means for ~~enabling the user to build, publish, and access~~ building, publishing, and accessing a media project using presentation templates of media items, the presentation templates grouped into categories;

wherein the presentation templates of media items include settable features, the settable features controlling aspects of presenting the media project, and

wherein the settable features for presentation templates in a same category are configured to match, ~~allowing templates in the same category to be switched without changing the settable features~~ and remain unchanged when a presentation template in said same category is switched for another presentation template in said same category.

52. (Currently Amended) A media publishing system, comprising:

a means for selecting a category;

a means for selecting a presentation template of media items from the category, said presentation template of media items including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement; and

a means for selecting and arranging the media items in said each media slot;

wherein the presentation templates of media items include settable features, the settable features controlling an aspect of presenting the media project, and

wherein the settable features for presentation templates in a same category are configured to match, ~~allowing templates in the same category to be switched without changing the settable features~~ and remain unchanged when a presentation template in said same category is switched for another presentation template in said same category.